

Video Script

Date: 5/02/01

Client: **Centers for Medicare & Medicaid Services**

Medium: Video "Medicare Savings Programs"

Length: 6:30 English

As Recorded:

Spot #:

Scene 1: Kitchen in home of adult daughter and husband.

Daughter and husband are cleaning kitchen after dinner with elderly parents. Parents are in living room preparing to watch their favorite soap opera.

Maria: "I'm glad Mama and Papa could join us for dinner. They've been so worried about their bills lately, especially Papa's medical bills. I wish we could help them out more."

Husband: "You know I think I saw something on T.V. about some programs that help people with their Medicare costs."

Maria: "Oh good! Let's watch for it tonight during the soap opera."

They get coffee and dessert and take it into the living room, where the parents are watching their daily soap opera.

Scene 2: Living room watching the soap opera on T.V.

Mother comes to help daughter pour coffee while husband and father-in-law turn on T.V. and chat. Low lighting.

Consuelo leans into daughter and says quietly: "Thank you for having us over for dinner."

Maria: " Oh, it's nothing, we enjoy spending time with you."

Consuelo: “No, miya, it’s really been a big help — especially with Papa’s medical bills. (sigh) There just doesn’t seem to be enough left over at the end of the month.”

Husband: “Hey look! This is the program I was telling Maria about!”
Family watches T.V. spot that leads with “Don’t Miss Out! Help with Medicare Costs.”

Focus in on T.V.

Narrator speaks from T.V.: “Do you need help in paying your Medicare Costs? If you qualify, your state Medicare Savings Programs can mean hundreds of dollars in savings every year for those with limited income and resources. Even if you are not eligible for Social Security or Medicare, you may still be eligible for help in paying medical costs under your state Medicaid program. Don’t Miss Out on these benefits. Call 1-800-MEDICARE now! Ask for information on the Medicare Savings Programs.”

(Medicare Savings Programs 1-800-633-4227 will appear on the bottom of screen).

Bullet points appear on screen as narrator reads bullet points

Who Qualifies for the Medicare Savings Programs?

- Medicare “Part A” (hospital insurance)
- Limited income and resources

If you qualify you may not have to pay some or all of your Medicare premiums, and in some cases, deductibles, and coinsurance.

Call today!

Focus back to Grandparents

Grandfather (Jorge): “Consuelo, isn’t someone coming to the Community Center this week to talk about Medicare?”

Consuelo: “I think so, I’ll call and ask. It would be wonderful if these programs could help us!”

Consuelo picks up the phone and calls the community center as scene fades.

Scene 3: Community Center

Elderly people in background talking, sitting at tables, playing cards, etc. Lot of talking going on, cheerful environment. Jorge is playing dominoes with his friends.

Jorge: “Salomon, you and Manuel need to come to that meeting about Medicare today. I saw something on T.V. about some programs that can help people save money.”

Salomon (dubious): “Oh really? How much can I save?”

Manuel: “Well, go to the meeting and find out!”

They all laugh.

Salomon: “Okay Manuel, if you go then I’ll go.”

Scene 4: Meeting with CMS representative at Community Center

Large group of senior citizens watching a presentation by CMS representative.

CMS Rep: “The Medicare Savings Programs are for anyone who has Medicare Part A and who has limited income and resources.”

Jorge: “What if I’m not eligible for Social Security or Medicare?”

CMS Rep: “More than half of the people who are eligible for these important savings never even apply. It’s important to call if you think you qualify, even if you’re not sure. You may still be eligible for help in paying for medical costs under your state Medicaid program!”

CMS Rep: “Now to be eligible you must have Medicare Part A (hospital insurance).”

Manuel: “How do I know if I have Medicare Part A?”

CMS Rep: “Look on your red, white, and blue Medicare insurance card. It will show if you have “A,” “B,” or both.”

CMS Rep shows the crowd a sample Medicare card

CMS Rep: “Also, your monthly income and resources must be limited. If you are a disabled individual who lost your Medicare Part A benefits because you returned to work, and, you are eligible to buy Medicare Part A, you may qualify for payment of the Part A premium if you have limited income and resources.”

CMS Rep: “This can really make a difference! Call 1-800-MEDICARE and ask for information on the MEDICARE SAVINGS PROGRAMS in your state to find out if you qualify.”

Scene fades out, Consuelo and Jorge are whispering and nodding to each other

Scene 5: Jorge's back yard

Jorge watering plants in backyard, talking to his next door neighbor

Jorge: "... so I called, and now I'm saving money every month! Why don't you give them a call? Maybe they can help you too!"

Ricardo: "Really? I think I will! Some extra money would come in handy."

Scene 6: Consuelo's kitchen

Consuelo is in her kitchen, drinking coffee with Luisa, her neighbor. Consuelo is showing Luisa a QMB/SLMB brochure.

Consuelo: "See comadre, you need to call, because if you qualify for this program your state will pay your Part B premium."

Luisa: "Oh, you're right. I can't wait to tell Hector about it!"

Scene 7: Consuelo and Jorge's house

Consuelo and Jorge have invited Maria and Antonio to their house for dinner. House is filled with sunshine, everyone is smiling and laughing. Consuelo and Maria in the kitchen, putting the finishing touches on dinner.

Maria: "Thank you, Mama, for having us over for dinner. You know Antonio loves your cooking."

Consuelo: "Oh mijita, you know you can come over anytime, especially now that we're saving money. You know, that the Medicare Savings Programs have really helped us. Thank goodness we found out about them!"

Consuelo and Maria walk into the dining room with plates of food. The men get up from their seats go to the dining room table.

Visual at bottom of screen: Call 1-800-MEDICARE (1-800-633-4227) now and find out about the Medicare Savings Programs in your state. People with hearing or speech impairment who use a TTY/TDD should call 1-877-486-2048. Or, contact your state medical assistance office, or visit www.Medicare.gov.